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Good Fucking Wine Wins WSWA Brand Battle Wine Category Competition

WASHINGTON, D.C., 07/13/2021 – WSWA is thrilled to announce Good Fucking Wine as the winner of WSWA’s 2021 Brand Battle Wine Category Tournament. Six emerging wine contenders pitched to a panel of wholesaler judges, showcasing their unique brands. The brands competing covered the spectrum of the wine category, with rosé, canned and luxury making an appearance.

Each Brand Battle Tournament also crowns one brand the People’s Choice winner, voted on by the virtual audience members. This week, J. Lohr Pure Paso, located in Paso Robles, California, won this nomination.

Good Fucking Wine is a New Jersey based wine company with a unique, mature name, focused on delivering wine that is edgy, affordable, enjoyable, and unpretentious.

“Our brand uses a word that's used every single day by many people...In 2019, the Supreme Court ruled on a profanity case and determined that profanity could in fact be trademarked. So, I decided to take a chance...The quality and the bottle meets the expectations of our consumers, and the brand sells itself,” said owner Scott Maybaum.

The category event also featured a session from SipSource Analyst Dale Stratton who provided an inside look at wine trends. While on-premise recovery is booming for spirits, wine is still lagging – especially in the lodging industry. However, leading the growth in the category is sparkling wine with imported sparkling growing at 14.6 percent, compared to domestic sparkling wine, growing at just 6.3 percent.

“We produce a real wine for real people – and a real person is the person that's comfortable using the word fuck to express their feelings,” added Maybaum.

About 2021 WSWA Brand Battle Tournament

WSWA will be holding the 2021 Brand Battle Tournament virtually and has extended the event series for craft, start-up and small production wine and spirits into a bracketology-style tournament. Brand Battle will showcase rising brands with unique stories, packaging and flavor profiles in an engaging digital environment while panels of wholesaler judges provide valuable, thought-provoking insight and feedback to competitors across eight different product categories. Whether you are interested in competing or viewing the competition, you are sure to walk away with greater knowledge of the industry and see hot emerging trends and products.

To learn more, please visit www.wswa.org/brandbattle.

About Wine & Spirits Wholesalers of America

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States.

To learn more, please visit www.wswa.org or connect with us on [Facebook](#) or [Twitter](#).

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